



STOREFRONT IMPROVEMENT GRANT PROGRAM MANUAL



An Incentive Program for New and Growing Village Businesses

Carlsbad Redevelopment Agency
2965 Roosevelt Street, Suite B
Carlsbad, CA 92008

INTENT

The intent of the Storefront Improvement Grant Program (SIGP) is to provide financial assistance, in the form of matching funds, to property owners and/or business tenants seeking to renovate or restore their commercial storefronts and/or building facades (e.g. energy efficient lighting, windows, exterior signage, entryways, etc.). If your building or business is located within the boundaries of the Village Area (see attached map), the Carlsbad Redevelopment Agency wants to provide property owners and/or business tenants with some assistance to create a more attractive and unique structure. The SIGP's objectives are to:

- Assist new and established commercial businesses to improve their “public face” and ultimately attract more customers & increase sales
- Bring further illumination to the area with more ambient lighting; this activity would enhance the atmosphere and provide for a more welcoming streetscape
- Leverage private investment to visually improve existing Village buildings
- Create a more inviting and interesting Village which has long been recognized as a great place to walk, shop, dine, and experience

HOW DOES THE SIGP WORK?

The Carlsbad Redevelopment Agency recognizes the value in actively working with property and business owners to reinvigorate the Village Area with direct public investment as well as SIGPs to encourage additional private investment. Therefore, the SIGP will offer a grant for up to \$15,000 per building and/or property for materials, supplies, or products for storefront improvements, including window display, interior lighting, and other related equipment to allow for animated storefronts. The property and/or business owner shall be required to pay for all labor costs to install and/or construct the improvements approved for this grant funding.

This grant shall require proof of a dollar for dollar match by the property and/or business owner. The match may represent the funds expended by the property and/or business owner on additional materials, supplies, equipment and/or products as well as the labor costs for installation and/or construction of the improvements. In-Kind services or “sweat equity” may be used for calculating the matching funds consideration at an agreed upon hourly rate. The applicant shall be required to provide proof of expenditures and payment, as well as the matching funds, in order to receive the grant/reimbursement funds.

The following are examples of the type of projects and costs that are eligible for the grant funds:

Example #1: A property or business owner added new Agency-approved signs and awnings to his/her building. The final signs and awnings (products) are eligible for reimbursement but the costs for design and installation must be paid for by the applicant.

Example #2: With an Agency-approved plan a property owner painted his/her commercial building, replaced windows and doors, added some exterior landscaping and lighting, added awnings, and replaced the building signage according to an Agency-approved plan. The paint and related supplies, the window and doors, plants, trees and lighting, the awning and signs

are all eligible for the grant funds. All costs associated with labor must be paid for by the applicant.

Example #3: A business owner and property owner together completely renovate the exterior of a building according to an Agency-approved plan by replacing storefront window(s) and entryway, installing energy efficient lighting for enhanced curb appeal, repairing and painting the exterior walls, installing new exterior planters, enhancing landscaping, completing modifications for improved handicap accessibility purposes and adding numerous decorative architectural features such as decorative lighting, attractive window display areas and/or interesting and customized interactive features. In this scenario, the cost of supplies, equipment, and products will most likely exceed \$15,000, which is the maximum grant amount. The property/business owner will be eligible for reimbursement from the grant program for up to \$15,000 and then include the additional costs as part or all of their matching funds commitment. All costs associated with labor must be paid for by the applicant.

Storefront Enhancement Consulting Advice

In addition to the SIGP, the Carlsbad Redevelopment Agency will contract with one or more display, retail, design and equipment consultants/contractors to provide assistance to applicants on store design and customer attraction improvements. At no cost to the applicant, the consultant will complete a written store audit that provides an analysis of the applicant's business signage and store windows, lighting, flooring, counter area, wall and floor fixtures, colors, merchandising, and overall customer appeal. Applicants can utilize this information to prepare a storefront improvement work plan. Applicants will be responsible for hiring licensed architects and contractors, and obtaining any required building permits, to refine the conceptual ideas provided by the consultant and to implement any improvements and for the costs associated with all labor for all improvements. The grant funds noted above can be used to reimburse the business owner for the costs of supplies, equipment and products related to these improvements.

It is very important to note that any storefront improvements made prior to SIGP implementation date or prior to written approval of a proposed design/plan by the Carlsbad Redevelopment Agency will not be eligible for reimbursement funding and will not be considered part of the eligible project under this SIGP.

ELIGIBILITY REQUIREMENTS

The following criteria must be met for participation in the SIGP:

- 1) Eligible properties/buildings must provide for a commercial service (exchange or buying and selling of a service commodity) and/or for retail product sales (sell goods directly to the consumer). Residential properties are not eligible for funding.
- 2) Applicants must be the property owner and/or business tenant of the property proposed for improvement and the property must be located within the designated boundaries of the Village Area (see attached map);
- 3) The business must be an independent business that is not required by contractual arrangement to maintain standardized décor, architecture, signs or similar features;

- 4) Business owners (if not also the property owner) must have written approval from property owners to participate in the SIGP and for all improvements;
- 5) Property owners must be financially current on all municipal taxes and fees prior to participation, and shall have no active code enforcement complaints against the subject property;
- 6) Property/Business owners must certify that their buildings and related facilities (such as parking areas) provide for basic American with Disabilities Act (ADA) compliance as required by State law or that the subject improvements will allow for compliance;
- 7) Applicants must be in compliance, or in the process of complying, with all other State and local laws and regulations pertaining to licensing, permits, building code and zoning requirements. Non-conforming buildings from a land use or licensing perspective will not be permitted to receive these grant funds.

Exclusions: The following types of businesses/properties, or projects, are not eligible for assistance:

- New construction
- Non-commercial businesses
- National franchises (where the applicant is the business franchisee)
- Religious institutions
- Properties owned or occupied by a public agency
- Residential Property (rental or ownership)

DESIGN PRINCIPLES & GUIDELINES

Improvements to be funded by the SIGP must be compatible with the character and architecture of the individual building as well as, to the extent appropriate, with other buildings along the street on which the participating storefront is located and the Village as a whole and must be pre-approved by the Redevelopment Agency. This principle is particularly important to maintain the charming and quintessential *essence* of the Village. Listed below are general guidelines that should be considered when improving your storefront:

- All improvements must be compatible with applicable zoning, building and safety codes, satisfy permit requirements, and conform to Village development standards and design guidelines.
- Energy efficient and Energy Star products are strongly encouraged during enhancements.
- Colors of exterior materials, signs, window frames, canopies and other building features should be coordinated. Choice of colors should be determined by the nature of the building and the architecture. “Look at me” colors or colors which are not consistent with the Village character will not be permitted.
- Building facades should relate to their surroundings and provide a sense of cohesiveness in the Village without strict uniformity.

- Where applicable and feasible, a building's distinguishing architectural and/or other design elements should be identified and preserved.
- Individuality within a standardized or unified appearance is encouraged for single buildings containing multiple storefronts.
- The use of traditional building materials is encouraged. Whether using traditional or non-traditional materials, however, the quality of the design and durability of materials chosen will be factors in the consideration of all designs.

ELIGIBLE STOREFRONT IMPROVEMENTS

A minimum of \$2,500 in eligible costs must be made to qualify for the SIGP grant. The storefronts should be oriented to the pedestrian and provide visual interest both day and night. Effort should be made to facilitate access into the store and to create a store identity unique to the Village of Carlsbad. The following improvements are eligible costs and are encouraged:

- Window display areas which are appropriately scaled and which facilitate night viewing (i.e., provide for all night window lighting);
- Window replacement and window framing visible from the street which are appropriately scaled to the building;
- Signage that is attractively integrated into the architecture of the building, including the window area, awnings or canopies, and entryways; removal and replacement of non-conforming signage;
- Lighting that is visually appealing and appropriately illuminates signage, storefront window displays, and recessed areas of a storefront or building facade;
- Awnings or canopies that can be both functional and visually appealing;
- Landscaping features attached to the building where appropriate, such as window boxes, hanging flower baskets, or planters;
- Cleaning, repainting or residing of buildings;
- New storefront construction, appropriately scaled within an existing building; and
- Removal of architectural barriers to public accessibility.

Other improvements can be made with written approval if they meet the general goals and objectives of the SIGP.

SIGP ASSISTANCE

Financial Assistance

Funding offered is a grant with a maximum grant contribution per application/property/building of \$15,000 for eligible costs of materials, supplies, equipment and products related to storefront improvements including window displays. Funds will be allocated on a first-come, first-served basis. The funds shall be provided by the Carlsbad Redevelopment Agency as a grant, no repayment is required. Only one grant shall be awarded per building/property. The

SIGP will only reimburse applicants after the applicant has paid his/her vendor(s) in full and after the project is determined to have been completed in accordance with the plan approved by the Carlsbad Redevelopment Agency and proof of matching funds as been provided and approved by the Agency. In addition, the applicant must pay all labor costs; no labor or other professional services may be paid for with the subject grant funds.

Applicants must undertake construction of facade improvements and/or window display improvements within ninety (90) days from the date that the Carlsbad Redevelopment Agency approves the commitment or the financial award will expire. Extensions may be granted by the Redevelopment Director for extenuating circumstances.

Technical Assistance

The Carlsbad Redevelopment Agency and consultant(s), as appropriate, can provide technical advice for the benefit of the property owners and business tenants. All applicants are encouraged to meet with the Carlsbad Redevelopment Agency staff prior to submitting a SIGP grant application. Improvement plans must all be pre-approved by the Agency to be eligible for the grant funds.

PROCESS

To benefit from this SIGP, a business/property owner must adhere to the following process:

- Step 1: Complete the appropriate application form and provide 1) a copy of current business license and proof of property ownership; 2) a photograph of the existing facade; 3) drawings/plan which reflect the storefront improvements to be completed or installed; and, 4) a written itemization of work items to be accomplished with a cost estimate for each item and a total cost for the improvements and materials, supplies, equipment and/or products.
- Step 2: Once the application and storefront improvement plan has been approved by the Agency, the property owner/business tenant will receive an assistance "commitment" letter from the Agency. The property owner/business tenant may then proceed with the storefront improvements.
- Step 3: After the improvements are complete, the business/property owner may request reimbursement (with all necessary documents) from the Carlsbad Redevelopment Agency for the final eligible costs.
- Step 4: The Carlsbad Redevelopment Agency shall inspect the property, review the reimbursement request (with related documentation) and then forward payment to the property owner/business tenant for eligible expenses.

TERMINATION

The Carlsbad Redevelopment Agency reserves the right to rescind its commitment letter and/or refuse payment of the grant funds if an applicant is found to be in violation of any conditions set forth in these guidelines or if the project has been started prior to approval of a commitment letter by the Carlsbad Redevelopment Agency.

Application and Supplemental Information

If you wish to participate in the Storefront Improvement SIGP, please contact Courtney Enriquez at (760).434.2812 or by e-mail at Courtney.Enriquez@carlsbadca.gov. The Carlsbad Redevelopment Agency will provide written materials in alternative formats and reasonable modifications in policies and procedures to persons with disabilities upon request.



CARLSBAD REDVELOPMENT AGENCY STOREFRONT IMPROVEMENT GRANT

APPLICATION FORM

→ Please submit the following pages to the Carlsbad Redevelopment Agency for processing

I. Applicant Information

- 1) Applicant's Name: _____
Mailing Address: _____
Telephone Number: _____
Fax Number: _____
E-mail: _____ Web Site: _____
- 2) Business Organization of Applicant:
☐ Corporation (d/b/a) ☐ Partnership ☐ Sole Proprietorship
Business Name: _____
- 3) Relationship of Applicant to the storefront to be renovated:
☐ Owner: Attach copy of latest tax bill and proof of payment.
☐ Tenant: a) Attach a copy of the Carlsbad Business License, and
b) Attach written permission from building owner to participate in the SIGP, including expiration date of present lease.

II. Proposed Project Information

- 1) Description of Building to be Rehabilitated:
Street Address: _____
Building Dimensions:
Frontage: ___feet ~ Depth ___feet ~ Height ___feet ~ # of Floors ___
Does the building contain residential units? ____ (if yes, how many? ____)
- 2) Describe the scope of work proposed for the storefront improvement project. (Check all that apply and/or describe improvement ideas.)

<input type="checkbox"/> Storefront Windows	<input type="checkbox"/> Exterior Lighting	<input type="checkbox"/> Exterior Painting
<input type="checkbox"/> Exterior Signage	<input type="checkbox"/> Storefront Door	<input type="checkbox"/> Accessible Entry
<input type="checkbox"/> Awning/Canopy	<input type="checkbox"/> Exterior Siding	<input type="checkbox"/> Paneling Repair
<input type="checkbox"/> Architectural Designs	<input type="checkbox"/> Landscaping/Hanging Baskets	
<input type="checkbox"/> Other: _____		
- 3) Please indicate the estimated project cost or the total amount budgeted for improvements, with separate estimates for materials and labor.
\$ _____ Total Project Cost/Budget

4) Please provide information on the architect responsible for your drawings, plans, and permits:

Name: _____

Address: _____

Telephone Number: _____ Fax Number: _____

E-mail: _____ Website: _____

5) The following attachments are required with application:

- Copy of current Business License
- Project schedule
- Photographs of existing storefront/building and proposed project area
- Schematic drawings illustrating proposed work, or pictures with project descriptions
- Itemized work plan to be accomplished with a cost estimate for each item and a total cost for the improvements, with separate estimate for materials and labor.

III. Certification

The undersigned hereby represents and certifies to the best of his/her knowledge and belief that the information contained on this statement and any exhibits or attachments hereto are true and complete and accurately describe the proposed project, and the undersigned agrees to promptly inform the Carlsbad Redevelopment Agency of any changes in the proposed project which may occur.

Signature of Property Owner

Date

Print Name

Signature of Commercial Tenant (if applicant)

Date

Print Name

RETURN COMPLETED APPLICATION

Deliver, Mail, E-mail or Fax Completed Application to:

City of Carlsbad, Housing and Redevelopment
c/o Courtney Enriquez
2965 Roosevelt Street, Ste. B
Carlsbad, CA 92008

Telephone Number: 760.434.2812

Fax Number: 760.720.2037

E-mail: Courtney.Enriquez@carlsbadca.gov



What can *YOUR* storefront look like?